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February 20, 2004

Customer No.

23911

Mail Stop PATENT APPLICATION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Re: New U.S. Patent Appln.
Our Ref: 056203.53264US

Sir:

Transmitted herewith for filing is the patent application of:

**Inventor(s): Takaharu Ishida
Osamu Tomobe
Takashi Kanakubo
Makoto Watanbe**

Title: Method for Providing Advertising Data, Method for Distributing
Advertising, and On-Board Advertising System

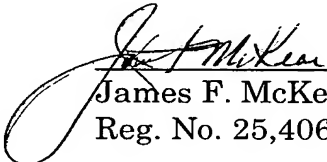
Enclosed are:

1. Specification, including 14 claims (pages 32).
2. 12 Sheets of Formal drawings showing Figs. 1-15.
3. Declaration and Power of Attorney (**executed**).
4. Application Data Sheet
5. Assignment of the invention to Hitachi, Ltd. and RKB Mainichi
Broadcasting Corporation
6. Priority is being claimed under 35 U.S.C. §119 and 37 C.F.R. §1.55 based
on Priority Document 2003-081711, filed in Japan on March 25, 2003.
7. Certified copy of Priority Document 2003-081711 filed in Japan on March
25, 2003, the priority of which is being claimed under 35 U.S.C. §119 and
37 C.F.R. §1.55.
8. Information Disclosure Statement w/one reference.
9. Applicant claims Small Entity Status.
(See 37 C.F.R. §1.27.)
10. The filing fee has been calculated as shown below:

Basic Fee					\$385/770	= \$770.00
Total Claims	<u>14</u>	-	20	= <u>0</u>	x \$9/18	= \$ 00.00
Independent Claims	<u>3</u>	-	3	= <u>0</u>	x \$43/86	= \$ 00.00
Multiple Dependent Claim Presented					\$140/280	= \$
Total Filing Fee						<u>\$770.00</u>

Two checks in the amount of \$770.00 for the filing fee and \$40.00 for the assignment recording fee are enclosed. The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment, to Deposit Account No. 05-1323 (Docket # 056203.53264US). A duplicate copy of this sheet is enclosed.

Respectfully submitted,



 James F. McKeown
 Reg. No. 25,406

February 20, 2004

JFM/lvb

304266

13281
US PTO

PTO/SB/17 (10-03)

Approved for use through 07/31/2006. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**FEE TRANSMITTAL
for FY 2004**

Effective 10/01/2003. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT (\$)** 810**Complete if Known**

Application Number	TBA
Filing Date	February 20, 2004
First Named Inventor	Takaharu ISHIDA
Examiner Name	TBA
Art Unit	TBA
Attorney Docket No.	056203.53264US

METHOD OF PAYMENT (check all that apply)☒ Check ☐ Credit Card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:

Deposit Account Number	05-1323
Deposit Account Name	Crowell & Moring LLP

The Director is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Charge any deficiency or credit any overpayments to the deposit account of the undersigned. Attorney Docket No. 056203.53264US☐ Charge any additional fee(s) during the pendency of this application.☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.**FEE CALCULATION****1. BASIC FILING FEE**

Large Entity Fee Code	Large Entity Fee (\$)	Small Entity Fee Code	Small Entity Fee (\$)	Fee Description	Fee Paid
1001	770	2001	385	Utility filing fee	770
1002	340	2002	170	Design filing fee	
1003	530	2003	265	Plant filing fee	
1004	770	2004	385	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	

SUBTOTAL (1)

770

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

	Extra Claims	Fee from below	Fee Paid
Total Claims 14	-20** = 0	X 18	= 0.00
Indep. Claims 3	-3** = 0	x 86	= 0.00
Multiple Dependent			= 0.00

Large Entity Fee Code	Large Entity Fee (\$)	Small Entity Fee Code	Small Entity Fee (\$)	Fee Description
1202	18	2202	9	Claims in excess of 20
1201	86	2201	43	Independent claims in excess of 3
1203	290	2203	145	Multiple dependent claim, if not paid
1204	86	2204	43	** Reissue independent claims over original patent
1205	18	2205	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) \$

**or number previously paid, if greater; For Reissues, see above.

FEE CALCULATION (continued)**3. ADDITIONAL FEES**

Large Entity Fee Code	Large Entity Fee (\$)	Small Entity Fee Code	Small Entity Fee (\$)	Fee Description
1051	130	2051	65	Surcharge - late filing fee or oath
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet
1053	130	1053	130	Non-English specification
1812	2,520	1812	2,520	For filing a request for <i>ex parte</i> reexamination
1804	920*	1804	920*	Requesting publication of SIR prior to Examination action
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action
1251	110	2251	55	Extension for reply within first month
1252	420	2252	210	Extension for reply within second month
1253	950	2253	475	Extension for reply within third month
1254	1,480	2254	740	Extension for reply within fourth month
1255	2,010	2255	1,005	Extension for reply within fifth month
1401	330	2401	165	Notice of Appeal
1402	330	2402	165	Filing a brief in support of an appeal
1403	290	2403	145	Request for oral hearing
1451	1,510	1451	1,510	Petition to institute a public use proceeding
1452	110	2452	55	Petition to revive - unavoidable
1453	1,330	2453	665	Petition to revive - unintentional
1501	1,330	2501	665	Utility issue fee (or reissue)
1502	480	2502	240	Design issue fee
1503	640	2503	320	Plant issue fee
1406	130	1460	130	Petitions to the Commissioner
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)
1806	180	1806	180	Submission of Information Disclosure Stmt
8021	40	8021	40	Recording each patent assignment per property (times number of properties)
1809	770	2809	385	Filing a submission after final rejection (37 CFR § 1.129(a))
1810	770	2810	385	For each additional invention to be examined (37 CFR § 1.129(b))
1801	770	2801	385	Request for Continued Examination (RCE)
1802	900	1802	900	Request for expedited examination of a design application

Other fee (specify) _____

*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$)

40

SUBMITTED BY**Complete (if applicable)**

Name (Print/Type)	James R. McKeown	Registration No. (Attorney/Agent)	25,406	Telephone	202-624-2500
Signature				Date	02/20/2004

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.